eNEWSLETTERS & DEDICATED eBLASTS

Smithsonian Daily
Coverage of new discoveries, scientific breakthroughs and cultural analysis; extended features from *Smithsonian* magazine and exclusive features from Smithsonianmag.com.

OPT-IN SUBSCRIBERS	TAKEOVER
500,000	**$35,150 open cost**
350,000	**$24,600 open cost**

DEPLOYS–weekdays

Smithsonian Weekender
Our best stories of the week: Coverage of cultural and scientific news, extended features from *Smithsonian* magazine, exclusive features from Smithsonianmag.com and stunning photography.

OPT-IN SUBSCRIBERS	TAKEOVER
350,000	**$29,725 open cost**

DEPLOYS–Sundays

History
Coverage of the latest discoveries and historically significant events that help explain our world today.

OPT-IN SUBSCRIBERS	TAKEOVER
140,000	**$9,570**

DEPLOYS–Monthly

Science & Innovation
Features important breakthroughs, new studies, leading innovators and science explainers that explain the world around.

OPT-IN SUBSCRIBERS	TAKEOVER
130,000	**$8,890**

Deploys–Monthly

Travel
Coverage of exotic travel destinations, hometown highlights, new openings and stunning photos to inspire future travel endeavors.

OPT-IN SUBSCRIBERS	TAKEOVER
150,000	**$10,250**

DEPLOYS–Monthly

Dedicated Email Blast

OPT-IN SUBSCRIBERS	
100,000	**$12,600 open cost**
200,000	**$25,200 open cost**

ADVERTISING OPPORTUNITIES

NEWSLETTER TAKEOVER INCLUDES:
100% SOV which includes a native story placement and the following banner sizes: 600x155 and 600x340.

SPECS

ENEWSLETTERS AD UNITS

Banners	600x155, 30k max, .jpg or .gif 600x340, 30k max, .jpg or .gif
(Weekender only)	600x340 (2), 30k max, .jpg or .gif
Native Ad	400x300 pixel image + Text: 90-100 characters maximum including spaces
Additional Requirements	• Clickthrough URL for both ad units (*click command tag optional*) • List of client emails who should receive the test and final email copy. (*List should identify who is responsible for final ad approval.*)
Notes	1x1 impression-tracking pixel optional

DEDICATED EBLASTS

Format	Fully code HTML
Width	600
File Size	100K (Max)
Subject	50 characters max (including spaces)
Body Text	No character limit
Font	• Standard web fonts (*e.g., Arial, Helvetica, Verdana, Tahoma*); minimum 10 pts/px • Audio & Video Not permitted
Additional Requirements	• .doc or .txt file with back-up text • Clickthrough URL(s) • List of client emails who should receive the test and final email copy. (*List should identify who is responsible for final ad approval.*)
Notes	• 1x1 impression-tracking pixel and clickthrough tracking - optional • Please deliver assets as non-Zipped email attachments (*Zip files are blocked by our email provider*), DropBox or WeTransfer.

Smithsonian Media is an IAB-compliant publisher and the Smithsonian Digital Network websites adhere to all IAB advertising guidelines. For any advertising specifications not listed above, please refer to the relevant to IAB guidelines (www.iab.net)